

Outreach Method	Description	% of Budget
Latino Television	:30 messaging in Top 4 DMAs/markets (LA, San Francisco, Sacramento, San Diego)	5.42%
Hmong Television	:30 messaging in targeted Hmong areas (Stockton, Fresno)	0.21%
Latino and Targeted Radio	:60 messaging in targeted radio metro markets across the state	22.25%
Grocery Store Videos	:15 and :30 videos in 162 low income skewing grocery stores in LA and San Diego	3.71%
Transit Vehicle Outreach	Bus shelters (595) and interior bus cards (600) geo-targeted to low income and ethnically diverse neighborhoods	11.83%
Convenience Store Posters	Messaging placed on 1,469 local/community owned Convenience Stores across the state (most of which accept WIC)	4.83%
Hands-On Health Express	Management of 8-month statewide tour of approximately 160 event days. Includes: schedule development and execution; coordination with First 5 county commissions, local grantees and venues; "edutainer" training and staffing; exhibit/collateral upkeep; vehicle operation and maintenance; event promotion; and data collection/analysis	6.25%
Local and Community Print	Full and half page messaging in targeted and credible community publications in an array of daily and weekly publications covering major CA markets (LA, San Francisco, Sacramento, San Diego, Fresno, Bakersfield); approximately 35 pubs; 240 insertions	4.80%
Scholastic in-school/in-home program	Bilingual family take home materials, poster teaching guide, and classroom bookmarks to 14,000 Pre-K-K teachers in low income and diverse neighborhoods across the state	3.20%
Parenting Websites and Blogs	Display and video banners geo-targeting parents across the state of California on key websites and blogs (e.g. BabyCenter, Univision, Yahoo, AOL, Education.com, Vibe, etc.)	13.33%
Online Video	Pre-roll video geo-targeting parents across the state of California right before they watch video content (in-stream video) on key websites and blogs (e.g. BabyCenter, You Tube, eHow, Univision, Yahoo, AOL, etc.)	13.33%
Mobile Outreach	Display and video banners geo-targeting parents across the state of California as they use their mobile phones to access key websites and applications (e.g. Yahoo, AOL, You Tube, BabyCenter Mobile, Univision and a variety of parenting/mommy/family planning mobile applications)	8.33%
Google Search	Text Ads on Google geo-targeting parents across the state of California as they search for information that is relevant to the First 5 California website and services	2.50%